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FRANK L. HOOBSMANAGER

THURSDAY MARCH 5, 1908

PROMOTION AND THE FLEET.

Why Hawaii Might Get Great Permanent Value in Promotion Work From the Coming Visit of Warships.

The actress robbed of diamonds which never existed is a stock joke of the comic papers, the idea behind the jest being that the chance which a victim of a sensational robbery has temporarily to pose in the limelight is of great advertising value. This is the principle underlying the suggestion in The Star yesterday, that there is a great opportunity for the Promotion Committee in the coming visit of the fleet. It is, in fact, an opportunity that money could not buy.

When the fleet is here, Hawaii will be a center of American attention, from Maine to California. Unless world events develop some great matter that otherwise absorbs the press and public, Hawaii may for a time be the leading topic among the news articles of the day. Hence anything about Hawaii will command ready notice. It follows of course that such a time is the time to get American attention attracted to any Promotion claims we can properly advance.

Do we want to try and attract American settlers on our lands which are declared available for various "small farm" products? The time to force the proposition to Mainland public attention is when Hawaii is in the public eye,—the same proposition applies in the matter of tourists. There appears to be a sentiment here now in favor of trying to get settlers. Suppose that during the coming summer the Territorial government were able to offer to all American citizens chances to settle, on easy terms, on public lands which the settlers might eventually have as their own property. During the time when the fleet is here, possibly a hundred men's attention would be attracted to such an announcement for every one we can reach now. Again, the same proposition applies to tourists. This is the Promotion opportunity to which The Star referred, in a note which seems to have been regarded by some as written in a spirit of criticism of the present activities of the Promotion committee, but which was not intended as such.

There is a responsibility connected with such work which calls for grave consideration. As has been many times stated, there are plenty of Americans who want farms here if we can give the farms that will pay. But we cannot afford to attract a lot of settlers here and have them fail. Assuming that we can provide the profitable lands to offer, that under the mazy complications of our land laws we can offer them the lands, that those who take them can besides producing profitable crops have adequate transportation facilities for the marketing of what they produce, one good announcement of a land offer would probably swamp us with applications. But there must be no mistake about any of the preliminaries.

Finally, it might be suggested that the best advertising is very often published matter which is not advertising at all,—and that because it is not advertising such matter is free,—the case of the actress and the robbery again.

SPREADING THE LIGHT.

Reviewing a popular scientific work which deals with mosquitoes and refers to the probability that they transmit leprosy, the Argonaut says: "Our knowledge of the pernicious activities of insects is probably only a little past its dawn. The turn of the filthy house-fly, for example, ought to be near, but in the meantime such valuable works as the present ought to go a long way to popularize information vital to the general health."

The three blasts of the fire whistle yesterday for a steamer that didn't exist will serve for the six warships not seen off Kahuku.

If the Republican Central Committee wants to do a really graceful act it might present the Democratic Committee with that turned-to-the-wall picture of Link.

The cases of the '95 claimants furnish a striking example of the ways of friendly diplomacy. There is no hurry about the matter apparently. The two governments exchange a "note" now and then,—once a year or so,—and the claimants wait with such patience as they can command.

King Leopold's surrender of his rights in the Congo and the annexation of the Congo to Belgium will probably soon put an end to the greatest international scandal of the day. Volumes have been written about atrocities in the Congo, from which Leopold is understood to have derived an immense fortune. There is an abundance of sarcasm in the name Congo Free State.

One of the amusements that appears most to delight Jack ashore is horseback and buggy riding. A repetition of the wild west show while the fleet is here should entertain well. Cowpunching and bronco busting are doubtless new to many of the sailors and the showing our ranchmen can make would serve to dispel the impression of the islands' smallness,—doubtless many Americans don't think we have room enough for a decent sized cattle ranch.

Honolulu has now made a good start in preparation for the coming fleet, by getting committees to work on plans. The lesson of San Francisco suggests that perhaps one feature to be borne in mind is that of public health. San Francisco is alarmed at threats that her condition will be such that the sailors will not be allowed ashore when in her harbor. Let Honolulu take care that cleanliness is maintained so that our success in combating disease will continue. Our record of work in this line compare more than favorably with San Francisco.

The beginning of the year 1908 shows in a financial way the results of the American panic in some impressive figures. Concerns held up by outside aid during the actual panic began to drop out when the aid was withdrawn, as Bradstreet puts it, and upon 1907 falls the statistical showing of bad times more than upon 1908. The total of January failures in the biggest for eleven years. Says Bradstreet "Every important section of the country, except the territories, shows an enlarged number of casualties and heavier liabilities than a year

The Man and His Job

By HERBERT J. HAPGOOD.

An unconventional bookkeeper once worked for a large specialty manufacturing concern in Massachusetts. He had reached his salary limit of \$2500. There was no incentive for him to crowd on more steam than his duties required. He had reached the top of the ladder in his department, and lacked training and experience to enter any other branch of the business.

Instead of going to sleep on his job this man drew the "dead" line right then and there between what he could do and what he wished he could do. During his evening hours he began to take a thorough course in cost accounting and production engineering. In less than a year's time he had mastered this branch of mercantile science.

On New Year's Day, when the annual trial balance was taken, and a rather disappointing margin of profit was discovered, he was able at the same time to place in his employer's hand a prospectus showing, beyond admittance of a doubt, that only seven out of the eighteen departments, into which the business was divided, were truly profitable, and that the remaining eleven departments were in reality deadhead undertakings unable to even pay expenses except for the splendid dividend earning power of the seven successful departments.

The president's surprise knew no bounds, and though the proofs at hand were indisputable he refused at first to recognize their value. He called in the bookkeeper.

"Do you mean to say that a man like you, who is putting in night hours at this desk, can possibly know what's going on in seventeen other departments?" growled the president, uncertain whether the bookkeeper had violated his duties or not.

"I have a confederate in every department, sir," replied the man. "I make but classified reports for them to fill in, and these reports tell the story in each department. In this way I get the actual cost not only in material, but in labor and time, for each kind of work in each department, and the other charges, such as taxes, cost of construction, maintenance, insurance, depreciation of buildings and rolling stock, etc., were already in my hands. I am quite willing to submit my figures to any expert you mind to call in on this, sir."

"Humph." The president had a rather exciting half hour conference with his board of officers after which the bookkeeper was again summoned to find that by a unanimous vote of the directors, he had been moved up a peg at double the salary.

Buckhead Lithia Water

FROM THE FAMOUS BUCKHEAD SPRINGS CHESTERFIELD CO., VIRGINIA.

Lewis & Co., Ltd., Sole Agents
169 King Street. Telephone 240

Tales Worth Telling

AROUSING HIS WRATH.

"Were you ever done in oil?" ventured the warbling portrait painter. The old farmer almost leaped out of his boots.

"Was I ever done in oil?" he roared. "Wall, I should say so. A long-legged fox-eared individual that looked something like you came past here last week and sold me a bottle of what was supposed to be genuine olive oil to eat on lettuce. When I poured it on the lettuce it turned out to be sewing machine oil and, by heck! if I thought that you—"

But the wandering artist was gone—gone in a cloud of dust.

TOOK AWAY HIS NERVE.

He was a big, bold man and he walked into the gas office with fire in his eye.

"I have come in here," he announced in loud tones, "to file a complaint." "Well, sir," replied the clerk as he reached under the counter and brought forth a huge rasp, "here is the file. Now go 'away off in some quiet corner and file it and when you are through toss the complaint into the waste basket and return the file. Good-day, sir."

And the big, bold man walked out of the office feeling as wilted as a thin collar on a July afternoon.

SCREENED.

They sat in the dim parlor.

"One kiss," he pleaded.

"Nonsense!" exclaimed the pretty girl in a teasing mood. "Some one might see us."

"Who?"

"Why, the clock for instance. That has a face."

"Yes, but that clock is as considerate as the moon that goes under a cloud. It keeps its face covered with its hands."

"Well, Percy," greeted the young lady who was out airing her pet poodle. "I am so glad you have a position. By the way what is it?"

"Why, I am chafest for the public," replied Percy, as he twirled his cane.

"Chafest for the public? And what is that?"

ago, but one is especially struck by the large relative increases shown in the southern and far-western groups."

Spongey Sponge

is a necessary article of the Toilet. An old, worn-out sponge is worse than none.

A soft sponge is necessary to tender skins and all infants. A large, clean, spongey sponge is a delight to the bather.

We have large, small, hard, soft, and medium-sized sponges; the "scrubby" stimulating kind, and the soft, soothing kind. Also: see our

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154 Hotel St., Opp. Young Hotel.
Phone Main 218
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Hayselden Tobacco Co.
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Postoffice Box 683, Telephone Main 101.

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must be growing duller or the little patches of short crop would not be in evidence.

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